

Message Text

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PAGE 01 STUTTG 00430 151409Z
ACTION EB-08

INFO OCT-01 EUR-12 ISO-00 COME-00 USIA-15 /036 W
-----151812Z 039910 /42

R 151310Z MAR 77
FM AMCONSUL STUTTGART
TO AMEMBASSY BONN
USMISSION USBERLIN
AMEMBASSY BERN
AMCONSUL BREMEN
AMCONSUL DUSSELDORF
AMCONSUL FRANKFURT
AMCONSUL HAMBURG
AMCONSUL MUNICH
AMEMBASSY VIENNA
AMCONSUL ZURICH
INFO SECSTATE WASHDC 3433

UNCLAS STUTTGART 430

VIENNA ALSO FOR SALZBURG
FOR ROC/DIBA; AHU; OFFICE OF EXPORT DEVELOPMENT
FRANKFURT FOR USTS

E. O. 11652: N.A.
TAGS: BEXP, GW, SZ, AS
SUBJ: FOREIGN BUYERS PROGRAM - INTELCOM 1977
REF: STUTTGART 258, 267, BONN 4203

SUMMARY
REPS FROM CONGEN STUTTGART, CONGEN FRANKFURT, USTS, AND
HAPAG-LLOYD MET IN FRANKFURT MARCH 14 AND AGREED ON
TOUR PACKAGE FOR INTELCOM. THIS TELEGRAM DISCUSSES
INITIAL RED-CARPET PROMOTION OF INTELCOM 1977 IN GERMANY,
AUSTRIA AND SWITZERLAND.
END SUMMARY

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1. REPS FROM CONGEN STUTTGART, FRANKFURT AND USTS MET IN
FRANKFURT MARCH 14 FOR COORDINATING MEETING FOR RED-CARPET
PROMOTION OF INTELCOM 1977. A TOUR PROGRAM WAS AGREED ON
WITH HAPAG LLOYD, FRANKFURT AND GROUNDWORK WAS LAID FOR
COOPERATIVE PROMOTION BY HAPAG LLOYD, USTS AND ACTION
ADDRESSES.
2. THE INTELCOM PROGRAM WILL DEPART FRANKFURT OCTOBER 8.

RETURNING OCTOBER 17; INCLUSIVE PRICE FROM FRANKFURT WILL BE DM 2,890. OCTOBER 10-15 WILL BE DEVOTED TO INTELCOM IN ATLANTA. WITHIN THE NEXT 10 DAYS STUTTGART WILL RECEIVE 2,000 PRINTED BROCHURES FROM HAPAG-LLOYD FOR DISTRIBUTION TO ACTION ADDRESSES, WHO ARE REQUESTED TO ADVISE US THE NUMBER OF BROCHURES REQUIRED FOR INDIVIDUAL PROMOTIONAL PROGRAMS. HAPAG LLOYD IS MAKING AN INITIAL GERMANY-WIDE PROMOTIONAL MAILING OF 6,000 BROCHURES, TO BE FOLLOWED IN THREE WEEKS BY A FOLLOW-UP MAILING OF 3,000 ADDITIONAL PROGRAM BROCHURES. HAPAG-LLOYD (FRANKFURT) IN COORDINATION WITH USTS (FRANKFURT) WILL MAKE ADDITIONAL CONTACTS WITH POTENTIAL GERMAN PARTICIPANTS, AND USTS WILL ISSUE GERMANY-WIDE PRESS RELEASES FOR PUBLICATION IN COMMUNICATIONS TRADE AND TECHNICAL PUBLICATIONS.

3. HAPAG-LLOYD PROMOTION WILL BE COORDINATED THROUGHOUT GERMANY BY WIRTSCHAFTSDIENST STUDIENREISEN HAPAG-LLOYD REISEBUERO GMBH, KIRCHNER STRASSE 2, D-6000 FRANKFURT (TEL: 0611-21621), AND SPECIFICALLY BY HERR BLECKE (OR IN HIS ABSENCE FRAEULEIN KLAUSS). POSTS WITH SPECIFIC QUESTIONS ON HAPAG-LLOYD PROMOTIONAL ACTIVITIES WITHIN THEIR AREA SHOULD CONTACT MR. BLECKE OR MISS KLAUSS. MISS KLAUS WILL ATTEND THE MARCH 25 FBP MEETING IN BONN. WHILE HAPAG-LLOYD INTELCOM ACTIVITIES WILL BE COORDINATED FROM FRANKFURT, ANY HAPAG-LLOYD OFFICE CAN BOOK POTENTIAL TOUR PARTICIPANTS. IT IS SUGGESTED ACTION OFFICERS AT ADDRESSEE POSTS CONTACT THE LOCAL HAPAG-LLOYD "OUTSIDE SALES REPRESENTATIVE" TO DISCUSS THE POSSIBILITY OF JOINT INTELCOM PROMOTION WITHIN THEIR DISTRICTS.

4. HAPAG-LLOYDS GERMAN-WIDE MAILING WILL GO OUT WITH AN UNCLASSIFIED

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INTRODUCTORY COVER OVER EMBASSY SIGNATURE. STUTTGART PLANS ADDITIONAL MAILINGS UNDER CG'S SIGNATURE, AN EXTENSIVE TELEX CAMPAIGN WITH DETAILED FOLLOW-UP, WITH INTERESTED FIRMS, VISITS TO FIRMS WITHIN THE COMMUNICATION FIELD, PROMOTION THROUGH LOCAL IHKS, AND ADDITIONAL PROMOTION BY TELEPHONE, FIRM VISITS, AND AT SPRECHTAGE. WE WOULD HOPE EACH POST COULD OFFER MAXIMUM PROMOTION THROUGH ITS OWN PREFERRED CHANNELS. INTELCOM IS ALSO BEING PROMOTED IN USA HANDEL. STUTTGART IS EXPECTING ADDITIONAL BROCHURES FROM ATLANTA AND DOC WHICH WILL BE DISTRIBUTED TO OTHER POSTS ON RECEIPT

5. A GERMAN ESCORT FROM CONGEN STUTTGART WILL ACCOMPANY THE TOUR. FUNDING FOR THIS TRAVEL IS NOT AVAILABLE ON THE NORTH-ATLANTIC RUN FROM AIRLINE (PANAM) OR TOUR OPERATOR. WE HOPE EMBASSY BONN WILL BE ABLE TO FUND THIS TRAVEL, AS THE ESCORT SERVICE IS CRUCIAL TO A SUCCESSFUL PROMOTION.

6. STUTTGART WILL ISSUE PERIODIC PROGRESS REPORTS AS BOOKING BEGIN TO BE MADE, AND WELCOMES ADDITIONAL QUESTIONS OR SUGGESTIONS. ACTION OFFICER IN STUTTGART IS ALAN BARR; AT USTS WERNER UTICAL; AT HAPAG-LLOYD MR. BLECKE

OR MISS KRAUSS.

JENKINS

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Sent Date: 15-Mar-1977 12:00:00 am
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Disposition Approved on Date:
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Disposition Event:
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